

**Subject: Santa Fe Economic Development Division MIX Coordinator
RFP #'15/29/P**

Listed below are the questions that have been raised concerning the aforementioned RFP.

- 1) Will the City please advise if there is an incumbent MIX Coordinator?
If there is an incumbent, will the City please identify the current contract holder? If there is not an incumbent, will the City please advise how the MIX Coordinator tasks/services have previously been managed?
There is a current MIX coordinator, her name is Andrea Romero.
- 2) Will the City please provide the annual budget amount for the MIX Coordinator services and, the 10 associated monthly meetings?
The MIX coordinator has previously been paid \$20k-\$30k per year based on an hourly rate. This includes coordination of the ten monthly events as well as special projects like the bizMIX business plan competition and the strategic planning process. Reach of the ten events is primarily funded by sponsor contributions. Event budgets covered by MIX have typically been between \$100 and \$500 and have mostly covered printing and supplies.
- 3) In the RFP document, Page 10, Background, it states that the Third Thursday events have attracted a total of more than 10,000 people. Will the City please provide the average number of attendees at each Third Thursday event?
Average number of per event attendance has been growing and is currently between 200 and 500.
- 4) In the RFP document, Page 12, Submittal Requirements, 5. Price / Total Cost of Project, it states that MIX holds 10 monthly entrepreneurial events and Special Projects of MIX. Will the City please provide the average number of attendees at each of these 10 monthly events?
Same as #3.
- 5) Will the City please advise if MIX utilizes a predetermined/contracted venue for each of the 10 monthly MIX events? Will the MIX Coordinator be required to identify new venues, reserve, and pay for the venues and associated meeting space set up for each of the 10 monthly events?
There is no predetermined or contracted venue for the 10 monthly events. They are organized one by one according to MIX strategic goals and sponsor and space availability.
- 6) Will the City please define all costs the MIX Coordinator will be required to pay for each of the 10 monthly meetings, including, but limited to, if applicable, meeting/event space rental, and set up, tear down; food and beverage service; DJ services; event promotional material, notification mailings/postings; etc.?
The costs for the monthly events are not a part of the Coordinator contract, they are paid for separately, generally through the MIX bank account which is part of the SF Chamber of Commerce Opportunities Fund.

- 7) Will the City please define all equipment and materials that MIX will be providing the MIX Coordinator?
MIX provides any materials needed for events, but does not provide equipment and materials for the Coordinator. The Coordinator is asked to work independently to fulfill the services.
- 8) Will the City please provide the current number of MIX members and sponsors?
MIX does not currently have a membership structure. Sponsors have varied in scope over the five years, an estimated number of total unique sponsors over that time is 150.
- 9) Will the City please advise if there is a current MIX Newsletter?
The MIX newsletter goes out on the third Monday of each month.
- 10) In the Professional Services Agreement following the RFP document, Page 3, it states that the contract will terminate on June 30, 2015. Will the City please clarify the contract start date and contract duration?
The PSA will start as soon as the procurement and approval process is complete and will extend through either December 2015 or June 2016 depending on budget availability.